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94%+ Client retention 7 yrs · self-sourced book	108% Of a ~\$1.3M quota in 2025 Norton · \$1.4M revenue	107% Of quota, greenfield year one EMC/Isilon · \$1.9M	20:1 Client ROI, JBL.com Per Norton case study	President's Club · Rookie of the Year Konica Minolta
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Senior enterprise seller with 15+ years selling data, research and intelligence platforms to VP- and C-level buyers. Seven years owning a self-sourced national book at Norton at **104–115% of plan** with **94%+ client retention**, including **108% of a \$1.3M quota in 2025**. Prices on value the client can see in its own data and stays involved long after the signature.

- research & intelligence platforms · width = time in role



Annual quota

Acres.com Role eliminated

- Owned an enterprise territory selling Acres' AI-powered land-intelligence platform to build-to-rent developers and production home builders, carrying a **\$1.25M annual quota**.
- Positioned Acres as a unified land-intelligence platform spanning site evaluation, ownership, zoning, market context and utility risk across **12,000+ land-data layers**, helping builders make faster, data-driven land decisions.
- Partnered with product and leadership teams to bring emerging AI capabilities and proprietary data into enterprise conversations, tailored to complex site-selection and portfolio workflows.
- Led full-cycle discovery, ROI-focused product demonstrations and strategic account development with builder and developer organizations through complex evaluations.

Client retention, 7 years

Norton Shopping Guarantee (NortonLifeLock)

- Hit **108% of a ~\$1.3M quota in 2025 (\$1.4M)**, 80% from **12 self-sourced new logos**; **104–115% of plan** across seven years, signing 8–13 new enterprise logos a year at **\$5K–\$10K per month**.
- Designed value-based pricing for each client: ran bot-cleaned 50/50 A/B tests on the client's own traffic and priced at 10% of the measured revenue lift, so every contract paid for itself on paper.
- Sustained **94%+ renewals** by staying close to each client's results after the sale, moving clients onto multi-year agreements.
- Saved the Peter Glenn account after the executive sponsor left by walking the new owner through the measured ROI line by line.
- Proved a **3.39% relative conversion lift** for JBL.com in a 30-day test; Norton's published case study reports a 20:1 ROI in under 30 days.
- Led multi-stakeholder cycles across eCommerce, UX, IT, engineering, finance and security, building business cases from customer data to de-risk executive decisions.


 10 clients × \$10K/mo
 or

 20 clients × \$5K/mo

≈ \$1.2M a year · 2025:
\$1.4M, 108% of plan

May 2016 – Feb 2019
Beverly Hills, CA

\$500K

New ARR, 4 states

Regional Sales Director

Meyers Research (now Zonda)

- Built a four-state territory from scratch for a real-estate intelligence platform, selling to VP- and C-level buyers at builders, developers and institutional investors.
- Generated **\$500K in annual recurring revenue** at an average deal size of about \$36K.
- Secured a **blanket agreement with NVR, Inc.** across the Mid-Atlantic, unifying data access for its Land Acquisition and Sales teams.

2013 – 2016
Alexandria, VA

President's

Club + Rookie of the Year

Managed IT Services Consultant

Konica Minolta (All Covered Division)

- Earned **President's Club** and named **Rookie of the Year**.
- Sold recurring managed IT services (\$3K–\$7K per month) to SMB and mid-market organizations.

Oct 2011 – Jan 2013
Washington, DC

#1 · 24 wks

District rank, 2012

Division Director

Robert Half Technology

- Ranked **#1 in the district for 24 consecutive weeks** in 2012 across revenue and placement KPIs.
- Led a six-person division with a \$7.2M billing portfolio as a selling manager; largest personal client: Children's National Hospital.

Aug 2010 – Oct 2011
Washington, DC

107%

of quota · \$1.9M, year one

FINRA \$675K

Other deals \$1.225M

Regional Territory Manager

EMC/Isilon Systems

- Hit **107% of quota** in year one, building a greenfield territory from **\$0 to \$1.9M in revenue in 12 months**, selling enterprise network-attached storage to corporate and education clients.
- Largest deal of that \$1.9M: displaced two incumbent vendors at **FINRA**, closing **\$675K in 130 days with no proof of concept** and restoring real-time market surveillance in a highly regulated environment.

HOW I SELL

in my own ranked order

01
DO THE HOMEWORK

Learn the client's systems, risks and numbers before the first meeting. It is how FINRA bought without a pilot.

02
SELL TO THE WHOLE ROOM

Bring executive, finance, IT and security into the decision early, so no one vetoes it late.

03
PRICE ON THEIR NUMBERS

Price and justify on value measured in the client's own numbers, not on a slide.

04
STAY AFTER THE SIGNATURE

Stay involved through the term so the relationship holds, even when the sponsor changes.

EDUCATION

MBA, Business Administration

American InterContinental University · 2006

BA, Business Administration

Thiel College · 2003